

SONY

Cyber-shot

Welcome to Sony's 2007 Cyber-shot™ Range

This year introduces one of the most exciting Cyber-shot™ lineups to date, with even more user-friendly features and advanced technology packed into a range of stylish and colourful designs. From the affordable entry-level S series cameras which capture an incredible 460 shots on one charge of the optional stamina batteries, to the BIONZ™ imaging processor and Double Anti-Blur solution featured on the Advanced W, T and H series cameras, and the high zoom and high shutter speeds of the H series, there's a camera to suit anyone from beginners to budding professionals.

Cyber-shot™ S650 & S700: One Charge. 460 Amazing Shots.¹



DSCS650



DSCS700

Even if you're new to digital photography it's easy to get great looking results every time with the compact new Sony Cyber-shot™ S650 and S700 cameras. Offering an affordable entry point to the world of Cyber-shot™ photography, both cameras team superb imaging quality with handy features in a compact, easy to use package that slips easily into a pocket or bag. The attractive silver finish of

¹ CIPA standard, LCD screen on using optional NHAA2DB batteries

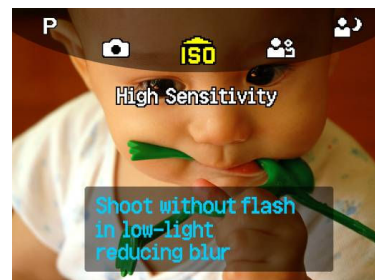
the S650 is enhanced even further by the S700 that adds an extra stylish note courtesy of its high-quality all-metal body.

Picture quality is assured thanks to the 1/2.5-inch Super HAD CCD sensor with a resolution of 7.2 effective Mega Pixels. Distant scenes can be pulled in closer with the bright, clear Sony 3x optical zoom lens that also offers a 6x digital zoom capability and up to 14x smart zoom. Complementing Auto and Program modes, a choice of seven Scene Selection modes adjusts camera settings for optimum results under a wide range of shooting conditions. In High Sensitivity mode, sensitivity is boosted to ISO 1000, making the S650 and S700 perfect for capturing clearer, blur-free images indoors or in difficult low light conditions without flash.



Dependable shooting is even surer with the Mode Dial and Function Guide that offers an on-screen description of each shooting mode, making it easy to pick exactly the right mode for any subject. Selection of flash, macro, self timer and other settings are also confirmed with the aid of easy-to-understand on-screen icons. As another bonus for beginners, both cameras offer guidance on how many shots can be captured on the remaining memory as well as suggesting the most appropriate image resolution for a preferred print paper size. For even greater convenience there's also a 'Direct Play' button that switches instantly to playback for quick confirmation of shots. While the S650 has a 2-inch LCD screen, the S700 makes framing and reviewing shots even more of a pleasure thanks to its big, bright 2.4-inch LCD screen.

Despite a weight of just 130g/149g (S650/S700)², the Cyber-shot™ S650 and S700 are no lightweights when it comes to shooting stamina. Both cameras accept standard AA Alkaline batteries (supplied in box) and up to 460 shots¹ are achievable from a single charge of a stamina NiMH battery (available as an optional extra) – making it even easier to enjoy holidays or trips away without worrying about running out of power.



² Weight without battery and removable Memory Stick media

Cyber-shot™ W35: A Favourite with Everyone

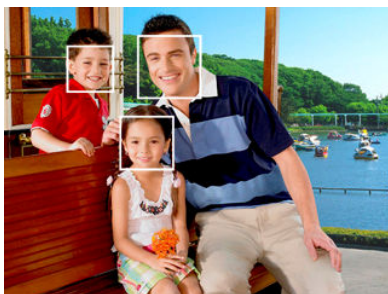
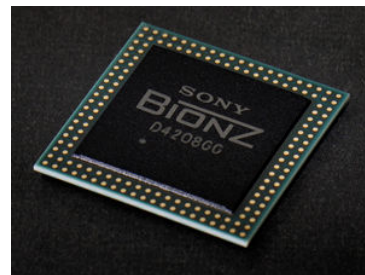


Taking great pictures is a breeze with the new W35 Cyber-shot™. Following on from the popular W30, the W35 has an enhanced resolution of up to 7.2 Mega Pixels and High Sensitivity of ISO1000, as well as retaining the high quality Carl Zeiss lens, Real Imaging Processor and Super HAD CCD, for superb quality images with a touch of a button. The W

series also features a Mode Dial and Function Guide for performance with ease.

BIONZ™ Image Processing Engine - On the Advanced W, T and H Series

Sony is proud to introduce the first compact digital still camera models which incorporate the advanced BIONZ™ image processing engine from the Alpha D-SLR camera into the Advanced W, T and H series cameras in the 2007 range. The high processing speed of BIONZ™ supports various functions in a camera, including drastically lowering noise level even at high sensitivity and achieving higher accuracy in auto-focusing, exposure auto-correction and auto white balancing – giving you enhanced colour reproduction, rich tonal graduations and an amazing clarity of detail that captures the moment perfectly.



Face Detection Technology

High speed, high accuracy face detection and tracking technology enabled by the BIONZ™ engine lets the camera automatically optimise focusing, exposure, flash control and white balance on multiple faces for perfect portraits every time.

In Camera Retouching

Retouch your images immediately on the camera without any expensive photo editing programs. Correct any red eye on images which have already been taken, or apply a range of creative filters such as soft focus, partial colour, fisheye and cross – showing off your photos has never been more fun.



Soft Focus Filter



Partial Colour Filter



Fisheye Filter



Cross Filter



New User Interface

Experience an interface inspired by intuition. The contextual MENU button offers you the settings under the mode you are current in, reducing the number of steps required to access the functions you want. With a touch of the HOME button, you can access all the functions you need, from shooting option to printing settings.



High Definition Output

Never be disappointed with how your still photos look on your big screen TV again. All Advanced W, T and H series Cyber-shot™ cameras are capable of full High Definition output via an optional cable (VMCMHD1) or cradle (CSSHD1) accessory, which connects to the

component input jacks of any HD TV, allowing you to enjoy four times the clarity over a Standard Definition image. The HD Slideshow function enables you to sit back and view the images with varying music and transition effects.

Double Anti-Blur

For the first time, Sony's unique Double Anti-Blur solution is also available on the Advanced W series for sharper and clearer images in any shooting condition. High ISO Sensitivity compensates for moving objects or low light conditions and works in tandem with Sony's Clear Raw Noise Reduction (NR) technology to reduce image noise, while Super SteadyShot™ incorporates Sony's Optical Image Stabiliser technology using built-in gyro sensors to effectively eliminate image blurriness caused by camera or hand movements.



Picture Motion Browser

Uploading and sorting your images on a PC is a breeze with the supplied Picture Motion Browser software, which lets you view images by folder, date and even location with the optional GPSCS1 image tracking accessory, which enables you to see exactly where your photos were taken via Google Maps and Google Earth.

Cyber-shot™ W80 & W200: Introducing the Powerful Advanced W Series



DSCW80S



DSCW80B



DSCW80W



DSCW80P

The Advanced W series packs the power of high-end compacts into an affordable package for mid-range camera users. Available in silver (DSCW80S), black (DSCW80B), white (DSCW80W) and pink (DSCW80P), the W80 features 7.2 Mega Pixels of resolution, a Carl Zeiss Vario-Tessar lens, 2.5-inch LCD screen, BIONZ™ image processing engine, Dynamic Range Optimiser, Face Detection Technology, and for the first time in a W series camera, the Double Anti-Blur solution for all you need in a compact camera.



Step up to the W200 for a whopping 12.1 Mega Pixel resolution and access the manual settings of the camera's aperture and shutter speeds for even greater creative control.

Cyber-shot™ T20: Stylish and Slim

The successor to the highly fashionable T10 camera, the T20 packs 8.1 Mega Pixels of resolution, a Carl Zeiss Vario-Tessar lens and all the advanced imaging features enabled by the BIONZ™ engine into a stylish body with a non-protruding lens and sleek lens cover with a unique mirror finish underneath.

The 2.5-inch Hybrid Clear Photo LCD of the T20 has twice as many pixels as a regular LCD screen for even brighter and clearer photo framing and playback, even in bright sunlight.



The T20 is available in four colours: black (DSCT20B), white (DSCT20W), silver (DSCT20S) and pink (DSCT20P).

Cyber-shot™ T100: Flair and Function with 5x Optical Zoom



The T100 is the first T series Cyber-shot™ to feature an impressive 5x Optical Zoom as well as Double Anti-Blur and the BIONZ™ engine, all encased in a full metal body with an avant-garde vertical styling, and is available in three bold colours – red (DSCT100R), silver (DSCT100S) and black (DSCT100B). The T100 also boasts a 1cm Magnifying Glass Mode for super close-up shots, and 9 scene selection modes to take the guesswork out of your camera settings.

Cyber-shot™ H7 and H9: Maximum Zoom and Shutter Speed



The H7 and H9 gives you 15x Optical Zoom which is even usable in movie mode to get you closer than ever to what you're shooting and the Advanced Sports Shooting mode features an incredible 1/4000s shutter speed and Intelligent Continuous Auto Focusing so you won't miss any of the action. Both cameras feature 8.1 Mega Pixel Resolution,

Double Anti-Blur, and BIONZ™. On top of that, the H7 and H9 have Electrical Viewfinders which are indispensable for framing shots when using the LCD screen may be unsuitable, as well as a remote control for greater flexibility and control, such as when shooting from afar on a tripod or playing an image slideshow in your living room.



Additionally, the H9 boasts a 3-inch tilting Hybrid Clear Photo LCD Plus for greater versatility, and Nightshot mode for shooting high resolution images in complete darkness, such as when capturing nocturnal creatures in the wild or whenever using the flash may not be an option.

Availability

Model name	Availability	SRP
DSCS650	March	\$299
DSCS700	April	\$349
DSCW35	March	\$449
DSCW80B/P/S/W	April	\$549
DSCW200	June	TBC
DSCT20B/P/S/W	April	\$649
DSCT100B/R/S	April	\$799
DSCH7B	May	TBC
DSCH9B	May	TBC

FP60 & FP70 Photo Printer: Picture Perfect

Now it's quicker and easier than ever to produce stunning lab-quality photos at home. That latest Digital Photo Printers from Sony takes beautiful design, sumptuous print quality and fast, fuss-free operation to the next level.



The DPPFP70W offers a 2.5-inch LCD, and features the Sony BIONZ™ processor, which intelligently adjusts print parameters for optimum results without sacrificing print speed. At a touch of the pink Auto Touch-up button, the FP70 can automatically detect and correct

a range of common problems that affect many every-day images. These include red-eye removal and dynamic range optimisation to compensate for poorly-exposed or problematic backlit shots, as well as correct intelligently for incorrect focus – another major cause of spoiled pictures – without the need for a PC, image editing software or specialist skills. Images can be enlarged, reduced, cropped, shifted and rotated before printing with control over brightness and colouration, and special filters such as fisheye can also be applied. For even greater versatility and creative options there's a choice of handy extra print functions – from index, calendar and ID photo prints to a new 'Superimpose' mode for creating original greetings cards and invitations with the addition of your own messages and illustrations.

Great-looking prints are delivered faster, too. The high resolution of the latest digital cameras means that picture files are getting larger and printing times getting longer. With the FP70, however, Sony TruFast technology slashes delivery time to just 45 seconds for a postcard-sized 4x6" print, while the FP60 takes 63 seconds per print.



The FP70 is designed for handy portability with a convenient built-in carry handle, and for maximum compatibility with today's digital cameras it's capable of accepting a wide range of popular removable media types including Memory Stick, SD card, xD, and Compact Flash, while the FP60 has slots for Memory Stick and SD card. Both models offer PictBridge™ support for 'PC free' direct printing from any compatible digital camera via a standard USB cable connection. Direct printing is also possible from a USB flash memory device or connected USB hard disk drive.

Model name	Availability	SRP
DPPFP60	April	\$249
DPPFP70W	April	\$299

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